



Enhance your learning resources with educational videos in a fully customized user experience.

## A NEW WAY TO INCORPORATE VIDEOS

Boclips empowers your team to create a custom-tailored experience for your users around our videos and education-focused features. Our API solution includes:



### VIDEO SUBSCRIPTION

A subscription to our 2 million short-form videos from 175+ brands curated for education.



### API TOOLKIT

A toolkit for developers (API) that enables your dev team to tailor our educational services for your customers.



### CONSULTANCY SERVICE

A consultancy service to ensure that together we can build incredible video-based educational experiences.

## EXAMPLE USE CASE #1:

### BRINGING VITALSOURCE BOOKSHELF ASSIGNMENTS TO LIFE

- VitalSource Bookshelf enables educators to create assignments for their students based on purchased material. Enabling creators to embed video as part of those assignments could unlock a whole new world of possibilities.
- Leveraging our API, VitalSource Bookshelf users could get video suggestions for their assignments as they type, or they could have the possibility to embed clips on demand with an in-site video search.

## EXAMPLE USE CASE #2

### SURFACING VIDEO LICENSES IN THE VITALSOURCE SHOP

- VitalSource could surface HE video assets as part of the VitalSource e-commerce site. Starting as a pilot in the area/areas where we see more potential, evaluating performance and pivoting accordingly.
- A safe, incremental and iterative approach that could increase the value proposition of VitalSource and Boclips.

## FEATURES OFFERED BY OUR SERVICE (API)

Below is a non-comprehensive list of some of the features our dev toolkit (API) enables your team to build upon.

### RANGE OF CONTENT

Access to a library of 2 million short-form videos from 175+ brands, with content updated daily

### CONTENT ASSURANCE

Rights-ready educational videos with no advertising, inappropriate content or broken links

### CURATION

An easy-to-use selection of 2,000 Boclips videos curated to subject learning outcomes, designed for finding appropriate resources within 60 seconds

### ADVANCED VIDEO SEARCH

With a powerful free-text search that understands the actual content of our videos and tons of filters, our search enables courseware creators to find the right video for the right audience

### ACCESSIBILITY RESOURCES

Including transcripts and closed-captions for all our instructional clips

### VIDEO COLLECTIONS

Our collections allow users to organize and collect videos in a meaningful way. Our collections enable you to include additional material which could link VitalSource purchases and videos together

### VIDEO TRIMMING

Our video trimming capability empowers educators to more fully tailor video to their lessons

### USAGE INSIGHTS

VitalSource gets insights to ensure content is performing and learning is happening the way it is meant to be

### RATINGS

The ability for students to rate videos and provide feedback to optimise future content shown to them